

LEO BURNETT COMPANY, Inc.

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Make a \$10,000.00
pipe dream
come true!



**Winner takes all
in Philip Morris'
Pipe Tobacco Sweepstakes!**

Rules:

A. Insert your name and address on the entry blank and mail it to: Philip Morris, P.O. Box 6141, New York, New York 10161, together with the end panel from a pack of Navigator, Bird Street, or Field & Stream, or the end panel of one of these pipe tobacco tins printed in plain black letters on the entry blank.

B. Each entry must be received separately. Entries must be postmarked by December 31, 1968, and received by December 31, 1968.

C. No purchase is required to enter the \$10,000 Sweepstakes.

D. The winner will receive \$10,000 in cash. Winning entry will be drawn by an independent judging organization.

E. Sweepstakes runs to all residents 21 years and over of the U.S., except territories (and their families) of Philip Morris Inc., its advertising agencies, and the judging organization.

F. Residents of Missouri include no proof of purchase or residence thereof.

G. Void where prohibited or regulated by law.

JUST SEND END PANEL FROM ONE OF THESE PACKS



Navigator: The old tobacco pipe tobacco that we all know and love.



Bird Street: The new pipe tobacco that we all know and love.



Field & Stream: The new pipe tobacco that we all know and love.

To: Philip Morris, P.O. Box 6141, New York, New York 10161.

Please enter me in your \$10,000 Sweepstakes. I enclose one pack and Panel on the end of one of these fine tobacco tins printed in plain black letters.

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

NO PURCHASE REQUIRED

Required



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